**AN ANALYTICAL STUDY BUSINESS PLAN**

**ON**

**CROP FARM**

**PRESENTED BY**

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**DEPT: ANATOMY**

**COLLEGE: MEDICAL AND HEALTH SCIENCES**

**COURSE CODE: AFE 202**

**COURSE TITLE: FOOD PRODUCTION AND HEALTH AWARENESS**

**EXECUTIVE SUMMARY**

Analytical study on the poultry establishment that is based on the survey done by AUGOYE OMESIRI and the business is owned by her. The crop farm name will be name **OMERA CROP FARM LIMITED** and will concentrate on sales of farm crops.

We will be supplying to different wholesalers and markets in south, west and east Nigeria and our main aim is to be one of the crop farm product supplier in Nigeria with a mission to raise nutritious crops at a very profitable venture.

From the research that was carried out it was discovered that the demand for crops are not fully satisfied around some areas of delta, though they are existing crop farms operating around the borders of delta and benin state environment, the poultry farm will be sited at uviwe local government area in delta state a neighboring environment to benin, there are also demand in some part of uviwe, asaba and various part of delta. These legal requirements for the establishment of this venture such as local government tax per month and security payment per month have been inquired and will be complied with.

The venture will help in providence employment to the locals meeting the demand of crops making the price affordable in future, **OMERA CROP FARM LIMITED** intends to develop into crop and livestock farming structures such as Turkey, Fish, Duck, Pig, Guinea fowl and Quail.

**STRATEGY AND IMPLEMENTATION SUMMARY OBJECTIVE**

* To ensure and maintain healthy, sufficient and nutritious crops.
* To increase our stocking and enlarging the farm
* To give our clients/ costumers a comfortable trade
* To increase our output percentage within a given period of time
* To evaluate our marketing by every 4 months

**TACTICS AND STRATEGY IMPACTS**

**OMERA CROP FARM LIMITED** products would be at affordable rate. When a price is placed on any of our goods, customers will be willing to patronize us because of the affordable price.

The venture to be established is a crop farm that will concentrate on the production of crop salessuch as maize, rice, millet, legumes, oilseeds, nuts, fibers etc, crops because of the fund required the venture will start as a small scale business having the population of the people neighboring communities and three major Local Government Area of delta , which are warri, sapele, and asaba are target market. The farm site will be a permanent land and will need necessary equipment for its operation as it is entirely new firm to start from the scratch, will have to be acquired.

**OPERATIONAL PLAN**

The firm will be a commercial crop farm; therefore it will require a full time labor and geared towards productivity on a scale for the sales of crops.

For crop production, it difffers because of the diferent crops used and it less or higher than 90days.

Rotating of crops to ensure proper growth and nutrient by:

Seperating crops that grow on clay, black soil, Sandy Soil, Silty Soil, Peaty Soil, Chalky Soil

**MARKET POTENTIAL**

Most meals in Nigeria is not complete without crop output likerice, beans etc. Nigeria has over 270 million growing population that demand for crops on a daily basis. With increasing awareness on health implication of red meat, they are ever increasing demand for white meat and livestock are source of white meat.

**MARKETING STRATEGY**

As we mentioned earlier, resident and families of three local government of delta being our target market awareness will be made by means of advertisement. The advertisement will be made on flyers, handbills, and in the future marketing will be done to eateries, restaurants and companies that demand for our product. Our major market in the future are crops supplied to Restaurants, markets and hotels

**MARKETING**

Marketing activities include promotions, packaging, other grading quality and value adding these activities which are necessary as they will encourage large producting which will be as fast as possible resulting to increase of income.

**GRADING**

Crops should be graded according to weight and size and it would be labeled according to type. During labeling and grading, care and focus must be applied to ensure that they are placed in right place and are organized to avoid rejection from customers.

**BUSINESS EVALUATION OF FARM/FINANCE**

This evaluation is based on crops i.e. cash crops, oil seeds, cereals, legumes, rubber etc.

Spending on land will be attended to. If one hectare of land cost 400,000 then 4hectares wll be 1,600,000. Barn to store the cropsn will also be built , the farm would be site near electricity and good water and soil.

**CAPITAL EXPENSES**

|  |  |  |  |
| --- | --- | --- | --- |
| **ACTIVITY** | **QUANTITY** | **AMOUNT** | **KOBO** |
| Cross cutting | 1 hectare | 30,000 | 00 |
| Land clearing | 1 hectare | 130,000 | 00 |
| Rome plouhing | 1 hectare | 40,000 | 00 |
| Sub total | 1hectare | 200,000 | 00 |
| Total | 400hectare | **800,000** | 00 |
| **EQUIPMENT** |  |  |
| Cement | 70 bags@ N2500 | N175,000 | 00 |
| Cement Carriage | 50bags | N5,000 | 00 |
| Woods | 200logs | N152,000 | 00 |
| Roofing Sheets |  | N126,000 | 00 |
| Roofing Slate |  | 25,00 | 00 |
| Net | 15 bundles @ N4000 | 60,000 | 00 |
| Iron door |  | 40,000 | 00 |
| **TOTAL** |  | **N1,337,500** | 00 |
| **SAND** |  |  |  |
| Stone | Big 2 tipper @ N25,000 | N50,000 | 00 |
| Sharp sand (Mayans) | Big 2 tripper | N20,000 | 00 |
| Soft Sand | 2 tripper | N22,000 | 00 |
| **TOTAL** |  | N92,000 | 00 |
| **TOOL** |  |  |  |
| Tractor | Dk45,45hp | 309,19,92 | 00 |
| Disk harrow | 1 ibj 4.4 | 1,102,285 | 00 |
| Sub soiler | 1 3t | 77300 | 00 |
| Pick up truck | 2 2015 nissan frontier | 50,000 | 00 |
| Hose reel | 2 140-340mt | 1,0146,90 | 00 |
| Hallowing/ha |  | 15,000 | 00 |
| Ploughing |  | 13,000 | 00 |
| Generator | 1.5kva | 100,000 | 00 |
| **TOTAL** |  | 2,681,467 | 00 |
| **WORKMANSHIP** |  |  |  |
| Carpenter |  | N65,000 |  |
| Bricklayer |  | N80,000 |  |
| Miscellaneous |  | N130,000 |  |
| **TOTAL** |  | **N507,000** |  |
| **PRODUCTION** |  |  |  |
| 1000 legumes |  | 40,000 |  |
| 85 cash crops |  | 20,000 |  |
| 100tubers |  | 15,000 |  |
| 230fibre |  | 10,000 |  |
| 150oil seeds |  | 15,000 |  |
| 120cereals |  | 50,000 |  |
| 50 nuts |  | 30,000 |  |
| vegetables |  | 50,000 |  |
| Fruits |  | 40,000 | 00 |
| Other crops |  | 30,000 | 00 |
| **TOTAL** |  | **300,000** | **00** |
| **OPERATIONAL EXPENSES** |
| Business Registration |  | N100,000 | 00 |
| Up keeping and nourishment |  | N1,500,000 | 00 |
| Salaries and stationeries |  | N400,000 | 00 |
| **TOTAL** |  | **2,000,000** | 00 |
| **SUMMARY** |  |  |  |
| Capital expenses |  | 800,000 | 00 |
| Operational expenses |  | 2,000,000 |  |
| **TOTAL EXPENSES** |  | **2,800,000** | 00 |

**FOR 12MONTHS**

**PROFIT = SALES – EXPENSES**

For cash crop production, the expenses are half of sales of crops will go in for feeds and other operational expenses. i.e. N6,162,000 divide by 2

9,108,000

= N4,554,000

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For fibre and rubber the cost of production till is between N900 to N1000. So therefore let put the bench mark to N1000. If N1000 fibre is sold at the rate of N2000

2,280,000 – N1,140,000 = N1,140,000

The profit of cash crop for the period of 12 months = N4,554,000

The profit of fibre and rubber for the period of 12 months = N1,140,000

Total profit = N4,554,000 for cash crop

N1,140,000 for fibre and rubber

**N5,694,000**

**CONCLUSION:** The project is highly feasible and commercially valuable. It is therefore highly recommended for funding.